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# UTILITY PATENT APPLICATION TRANSMITTAL (Small Entity)

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Docket No.  
56354-018 (LAOL-116/PT)Total Pages in this Submission  
3

TO THE ASSISTANT COMMISSIONER FOR PATENTS

Box Patent Application  
Washington, D.C. 20231

Transmitted herewith for filing under 35 U.S.C. 111(a) and 37 C.F.R. 1.53(b) is a new utility patent application for an invention entitled:

METHOD OF AND SYSTEM FOR MANAGING PROMOTIONS FOR PURCHASE TRANSACTIONS OVER A NETWORK

and invented by:

Raviv Laor

If a CONTINUATION APPLICATION, check appropriate box and supply the requisite information:

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No.: \_\_\_\_\_

Which is a:

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No.: \_\_\_\_\_

Which is a:

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No.: \_\_\_\_\_

Enclosed are:

## Application Elements

1. ☒ Filing fee as calculated and transmitted as described below
2. ☒ Specification having 19 pages and including the following:
  - a. ☒ Descriptive Title of the Invention
  - b. ☐ Cross References to Related Applications (if applicable)
  - c. ☐ Statement Regarding Federally-sponsored Research/Development (if applicable)
  - d. ☐ Reference to Microfiche Appendix (if applicable)
  - e. ☒ Background of the Invention
  - f. ☒ Brief Summary of the Invention
  - g. ☒ Brief Description of the Drawings (if drawings filed)
  - h. ☒ Detailed Description
  - i. ☒ Claim(s) as Classified Below
  - j. ☒ Abstract of the Disclosure

**UTILITY PATENT APPLICATION TRANSMITTAL  
(Small Entity)**

*(Only for new nonprovisional applications under 37 CFR 1.53(b))*

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Total Pages in this Submission  
3

**Application Elements (Continued)**

3. ☒ Drawing(s) *(when necessary as prescribed by 35 USC 113)*  
a. ☐ Formal      b. ☒ Informal      Number of Sheets Twelve (12)
4. ☒ Oath or Declaration  
a. ☐ Newly executed *(original or copy)*      ☒ Unexecuted  
b. ☐ Copy from a prior application (37 CFR 1.63(d)) *(for continuation/divisional application only)*  
c. ☒ With Power of Attorney      ☐ Without Power of Attorney  
d. ☐ DELETION OF INVENTOR(S)  
Signed statement attached deleting inventor(s) named in the prior application,  
see 37 C.F.R. 1.63(d)(2) and 1.33(b).
5. ☐ Incorporation By Reference *(usable if Box 4b is checked)*  
The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under  
Box 4b, is considered as being part of the disclosure of the accompanying application and is hereby  
incorporated by reference therein.
6. ☐ Computer Program in Microfiche
7. ☐ Genetic Sequence Submission *(if applicable, all must be included)*  
a. ☐ Paper Copy  
b. ☐ Computer Readable Copy  
c. ☐ Statement Verifying Identical Paper and Computer Readable Copy

**Accompanying Application Parts**

8. ☐ Assignment Papers *(cover sheet & documents)*
9. ☐ 37 CFR 3.73(b) Statement *(when there is an assignee)*
10. ☐ English Translation Document *(if applicable)*
11. ☐ Information Disclosure Statement/PTO-1449      ☐ Copies of IDS Citations
12. ☐ Preliminary Amendment
13. ☒ Acknowledgment postcard
14. ☒ Certificate of Mailing  
☐ First Class      ☒ Express Mail *(Specify Label No.):* EL492734730US

# UTILITY PATENT APPLICATION TRANSMITTAL (Small Entity)

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Docket No.  
56354-018 (LAOL-116/PT)

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## Accompanying Application Parts (Continued)

15. ☐ Certified Copy of Priority Document(s) (if foreign priority is claimed)
16. ☒ Small Entity Statement(s) - Specify Number of Statements Submitted: 1
17. ☐ Additional Enclosures (please identify below):

## Fee Calculation and Transmittal

### CLAIMS AS FILED

For	#Filed	#Allowed	#Extra	Rate	Fee
Total Claims	27	- 20 =	7	x \$9.00	\$63.00
Indep. Claims	3	- 3 =	0	x \$39.00	\$0.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$0.00
BASIC FEE					\$345.00
OTHER FEE (specify purpose)					\$0.00
TOTAL FILING FEE					\$408.00

- ☒ A check in the amount of \$408.00 to cover the filing fee is enclosed.
- ☒ The Commissioner is hereby authorized to charge and credit Deposit Account No. 50-1133 as described below. A duplicate copy of this sheet is enclosed.
- ☐ Charge the amount of as filing fee.
- ☒ Credit any overpayment.
- ☐ Charge any additional filing fees required under 37 C.F.R. 1.16 and 1.17.
- ☒ Charge the issue fee set in 37 C.F.R. 1.18 at the mailing of the Notice of Allowance, pursuant to 37 C.F.R. 1.311(b).

Dated: 6/19/00

  
Signature

Scott A. Ouellette  
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cc:

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application: Raviv Laor.  
Serial Number: Not Yet Assigned  
Filing Date: Filed Herewith  
Title: METHOD OF AND SYSTEM FOR MANAGING PROMOTIONS FOR  
PURCHASE TRANSACTIONS OVER A NETWORK  
Docket Number: 56354-018 (LAOL-116)

CERTIFICATE OF MAILING UNDER 37 C.F.R. § 1.10

"Express Mail" Mailing Label Number EL492734730US

Date of Deposit

June 19, 2000

I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to Box Patent Application, Assistant Commissioner for Patents, Washington, DC 20231.

Anne V. Moylan

(Person Mailing)

Anne V. Moylan  
(Signature)

**BOX PATENT APPLICATION**

Assistant Commissioner for Patents

Washington, DC 20231

Dear Sir:

**TRANSMITTAL LETTER**

Transmitted herewith for filing are the following documents:

- [✓] Transmittal of Application for Patent Cover Sheet (Small Entity);
- [✓] Patent Application (19 Pages Specification, Claims and Abstract);
- [✓] Twelve (12) Sheets of Drawings;
- [✓] Verified Statement Claiming Small Entity Status (Unexecuted);
- [✓] Declaration and Power of Attorney (Unexecuted);
- [✓] Check in the Amount of \$408.00; and
- [✓] Return Postcard

If the enclosed papers are considered incomplete, the Mail Room and/or the Application Branch is respectfully requested to contact the undersigned collect at (617) 535-4422, Boston, MA.

A \$408.00 check is enclosed. The Commissioner is hereby authorized to charge any additional fees which may be required or credit any overpayment to Deposit Acct. No. 50-1133.

Respectfully submitted,

Dated: 6/19/00

Scott A. Ouellette  
Scott A. Ouellette, Reg. No. 38,573  
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**APPLICANT(S):** Raviv Laor

**SERIAL NO.** Not Yet Assigned

**FILED:** Herewith

**ENTITLED:** METHOD AND SYSTEM FOR MANAGING PROMOTIONS FOR PURCHASE  
TRANSACTIONS OVER A NETWORK

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**VERIFIED STATEMENT (DECLARATION) CLAIMING SMALL ENTITY STATUS  
(37 CFR 1.9(f) and 1.27(b))--SMALL BUSINESS CONCERN**

I hereby declare that I am

☐ the owner of the small business concern identified below:

☒ an official of the small business concern empowered to act on behalf of the concern identified below:

**NAME OF CONCERN** OneClip.com, Inc.

**ADDRESS OF CONCERN** 625 West 55th Street, 5th Floor, New York, NY 10019

I hereby declare that the above-identified small business concern qualifies as a small business as defined in 13 C.F.R. ' 121.3-18, and reproduced in 37 C.F.R. ' 1.9(d), for purposes of paying reduced fees under Sections 41(a) and (b) of Title 35, United States Code, in that the number of employees of the concern, including those of its affiliates, does not exceed 500 persons. For purposes of this statement, (1) the number of employees of the business concern is the average over the previous fiscal year of the concern of the persons employed on a full-time, part-time or temporary basis during each of the pay periods of the fiscal year, and (2) concerns are affiliates of each other when either directly, or indirectly, one concern controls or has the power to control the other, or a third party controls or has the power to control both.

I hereby declare that rights under contract or law have been conveyed to and remain with the small business concern identified above with regard to the invention described in:

☒ the specification filed herewith with title listed above.

☐ the application identified above.

☐ the patent identified above.

If the rights held by the above identified small business concern are not exclusive, each individual, concern or organization having rights in the invention must file separate statements as to their status as small entities, and no rights to the invention are held by any person, other than the inventor, who would not qualify as an independent inventor under 37 CFR 1.9(c) if that person made the invention, or by any concern which would not qualify as a small business concern under 37 CFR 1.9 (d), or a nonprofit organization under 37 CFR 1.9 (e).

Each person, concern or organization having any rights in the invention is listed below:

- ☒ no such person, concern or organization exists.  
☐ each such person, concern or organization is listed below.

**FULL NAME** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

☐ Individual      ☐ Small Business Concern      ☐ Nonprofit Organization

Separate statements are required from each named person, concern or organization having rights to the invention averring to their status as small entities. (37 CFR 1.27)

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate (37 C.F.R. ' 1.28(b)).

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issue thereon, or any patent to which this verified statement is directed.

**NAME OF PERSON SIGNING**      Raviv Laor

**TITLE OF PERSON OTHER THAN OWNER**      President

**ADDRESS OF PERSON SIGNING**    625 West 55th Street  
5th Floor  
New York, New York 10019

**SIGNATURE** \_\_\_\_\_ **DATE** \_\_\_\_\_

# METHOD OF AND SYSTEM FOR MANAGING PROMOTIONS FOR PURCHASE TRANSACTIONS OVER A NETWORK

## FIELD OF THE INVENTION

This invention relates to a method of and system for managing promotions for purchase transactions over a network and more particularly to a method and system that enables a manufacturer or retailer to monitor the status of and track the redemption of promotions for items offered for sale at online retail outlets.

## BACKGROUND OF THE INVENTION

In order to increase the number of new customers who buy a particular product, many retail outlets, and grocery stores in particular, set up a database of certain items that it sells and links each of these primary items to a secondary item that is different from the item to which it is linked for the purpose of promoting the secondary item. As a customer is checking out and each item is scanned at the checkout, the items are monitored and simultaneously compared to the items in the database to determine whether any of the items are associated with a secondary item. If an item is associated with a secondary item, a coupon for the secondary item is printed out for the customer to use at a later date.

This system enables the store to provide to a customer, who may not normally purchase the secondary item, an incentive for purchasing the secondary item, simply because the customer purchased the particular item that was linked to the secondary item. The system thus potentially creates a new customer for the secondary item.

While this system is in use in the so-called "brick and mortar" outlets, there is no such system that enables an online retail store to provide coupons to customers for items in this manner. Furthermore, in the above-described system, the promotions are available only within each store or store chain where the promotion has been set up. A promotion cannot be set up by a manufacturer or wholesaler for an item at a central location that is available to a large number of retail outlets for access to the promotions and for redemption of the coupons. There is also no means for managing the coupons online and for monitoring the success of the coupons.

Accordingly, it is an object of this invention to provide a method of and system for managing promotions for items offered for sale at online retail outlets, wherein a manufacturer or retailer has access to its promotions to authorize the promotions, obtain an accounting for the promotions and to obtain a report of the success of the promotions.

## SUMMARY OF THE INVENTION

The invention is directed to a method of and system for managing promotions for items offered for sale at online retail outlets. The method and system enable a manufacturer or retailer to access statistics of its promotions, including the number of promotions issued and redeemed. The method and system also enables the manufacturer or retailer to authorize or decline a promotion that has been created and to obtain accounting reports that provide information about the dollar value of the promotions that have been redeemed.

A system for managing promotions over a network according to one embodiment of the invention includes a promotion server system having a computer processor and associated datastore, the datastore containing data representative of terms and statistics of one or more item promotions and a commercial server system including a computer processor, the commercial server system being selectively coupleable to the promotion server system over the network. The promotion server system includes promotion code for transferring, to the commercial server system, the data representative of the terms and statistics of the promotions. The promotion server system may further include authorization code for enabling the commercial server system to accept or decline one or more of the promotions and/or accounting code for providing to the commercial server system data representative of one or more of the number of promotions redeemed and the value of the redeemed promotions. Certain of the promotion data in the datastore of said promotion server system may be associated with a specific commercial server system and the specific commercial server system can only access the certain of the promotion data associated therewith. The authorization code may include screen display data having a promotion search portion for enabling the commercial server system to search for its promotions based on search terms input to the promotion search portion by the commercial server system. The promotion code may include screen display data having



a promotion search portion for enabling the commercial server system to search for its promotions based on search terms input to the promotion search portion by the commercial server system. The accounting code may include screen display data having a promotion search portion for enabling the commercial server system to search for its promotions based on search terms input to the promotion search portion by the commercial server system. The accounting code screen display data may include a table having at least one of the total number of promotions redeemed and the total value of the redeemed promotions. The accounting code screen display data table may include at least one of the total number of promotions redeemed and the total value of the redeemed promotions for each of a number of days that the promotions are active. The promotion data may be transferred to the commercial server system in the form of screen display data.

According to another embodiment of the invention, a method of managing promotions over a network includes the steps of establishing a connection between a commercial server system and a promotion server system over the network and the promotion server system transferring promotion data to the commercial server system over the network, the promotion data including terms of the promotions and statistics of a performance of the promotions. The promotion data may be transferred to the commercial server system in the form of screen display data. The method may further include the step of the commercial server system selecting a promotion management option, wherein the promotion server system transfers screen display data to the commercial server system that provides the commercial server system with an option to view the statistics and the step of the commercial server system selecting a promotion management option, wherein the promotion server system transfers screen display data to the commercial server system that provides the commercial server system with an option of pulling one or more of the promotions from an active status. The method may further include the step of the commercial server system selecting a promotion authorization option, wherein the promotion server system transfers screen display data to the commercial server system that provides the commercial server system with an option of accepting a promotion and the step of the commercial server system selecting a promotion authorization option, wherein the promotion server system transfers screen

display data to the commercial server system that provides the commercial server system with an option of declining a promotion. The method may further include the step of the commercial server system selecting a promotion accounting report option, wherein the promotion server system transfers screen display data to the commercial server system that provides the commercial server system with statistics that include the dollar value of the promotions redeemed by a client system through the commercial server system and the step of the commercial server system selecting a promotion success report option, wherein the promotion server system transfers screen display data to the commercial server system that provides the commercial server system with statistics that include a redemption rate of the promotions redeemed by a client system through the commercial server system.

According to another embodiment of the invention, a system for managing promotions over a network includes a promotion server system and associated data store containing data representative of one or more item promotions, a commercial server system selectively coupleable to the promotion server system over the network and at least one client system selectively coupleable to the commercial server system over the network. The promotion server system includes available promotion code for providing, to the commercial server system, data representative of the identity and terms of one or more of the item promotions and promotion distribution code, responsive to requests from the commercial server system for specific ones of the item promotions, for transmitting the promotion data for the specific item promotions to the commercial server system. The commercial server system is responsive to access thereto by one of the client systems, and includes pointer code that points the client system to the promotion data representative of terms of the promotions in the datastore, to transfer the promotion term data to the client system. The item promotion data in the data store may be associated with a specific commercial server system and the available promotion code may transmit to the specific commercial server system only item promotion data associated with the specific commercial server system. The promotion server system may maintain data representative of the identity of the commercial server system and the identity of item promotion data requested by the commercial server system. The commercial server system and the client systems may include code which enables

transactions over the network and the commercial server system may include code for transmitting, to the promotion server system, transaction data representative of transactions between the commercial server system and the client systems which involve the item promotions. The promotion server system may maintain data representative of the transaction data. The promotion server system and the commercial server system may include code enabling the commercial server system to request information relating to the transaction data and, in response thereto, to adjust the terms of the promotions.

## BRIEF DESCRIPTION OF THE DRAWINGS

The foregoing and other objects of this invention, the various features thereof, as well as the invention itself may be more fully understood from the following description when read together with the accompanying drawings in which:

FIG. 1 is a diagrammatic view of a system for defining promotions in accordance with the present invention;

FIG. 2 is a flow diagram of a method of defining promotions in accordance with the present invention; and

FIGS. 3-11 are diagrams of the screen displays for each of the steps involved in the method in accordance with the present invention.

## DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

The present invention is directed to a method of and system for managing promotions for items offered for sale on a communication network such as the internet. A promotion server system includes screen display code that enables a commercial server system to select from a number of options for reviewing the performance of the promotions set up on the promotion server system by the manufacturer or retailer. One of the options includes a screen display that enables the commercial server system to review a listing of all of its promotions and the status of each promotion. Another option includes a screen display that enables the commercial server system to review a listing of its promotions and to accept or authorize each promotion or to decline or cancel each promotion. Another option includes a screen display that provides reports about each

promotion, including an accounting report and a success report. An overview option includes a programmable screen display that provides a ranking of the performance of each of a manufacturer's or retailer's promotions relative to each other. In order for the promotion server system to obtain the information necessary to compile the accounting and success reports, as well as the overview page, the commercial server system reports this information to the promotion server system. The commercial server system can either report this information to the promotion server system, or the commercial server system can use the promotion server system to process the redemption of the promotions, as described in commonly assigned U.S. Patent No. 6,041,309, entitled METHOD OF AND SYSTEM FOR DISTRIBUTING AND REDEEMING ELECTRONIC COUPONS and commonly assigned copending patent application Serial No. \_\_\_\_\_, entitled METHOD OF AND SYSTEM FOR DISTRIBUTING AND REDEEMING ELECTRONIC COUPONS, both incorporated herein by reference. By using the promotion server system for processing the redemption of the promotions, the promotion server system has the information necessary for compiling the reports.

FIG. 1 shows a diagram of a system 100 for managing promotions in accordance with a preferred embodiment of the present invention. The system 100 includes commercial server system 120 and promotion server system 130 connected to a common communications network 160. A client system 150 may also be connected to the communications network 160. Preferably, the commercial server system 120, promotion server system 130 and client system 150 can each be a personal computer such as an IBM PC or IBM PC compatible system or an APPLE® MacINTOSH® system or a more advanced computer system such as an Alpha-based computer system available from Compaq Computer Corporation or a SPARC® Station computer system available from SUN Microsystems Corporation, although a main frame computer system can also be used. Preferably, the communications network 160 is a TCP/IP-based network such as the Internet or an intranet, although almost any well known LAN, WAN or VPN technology can be used.

In one preferred embodiment of the invention, the client system 150 is an IBM PC compatible system operating an operating system such as the Microsoft Windows® operating system, and commercial server system 120 and promotional server system 130

are configured as web servers providing access to information such as web pages in HTML format via a protocol such as the HyperText Transport Protocol (http). The client system 150 includes software to allow viewing of web pages, commonly referred to as a web browser, thus being capable of accessing web pages located on commercial server system 120 and promotional server system 130. Alternatively, client system 150 can be any wired or wireless device that can be connected to a communications network, such as an interactive television system, such as WEBTV, a personal digital assistant (PDA) or a cellular telephone. In this preferred embodiment, commercial server system 120 can be either an e-tail server offering a plurality of items for sale over the Internet, a distributor or a manufacturer of items and promotion server system 130 includes a database for storing the promotions that define electronic coupons and promotional linking code for linking items in the inventory to promotional terms that define the electronic coupons. Promotional server system 130 also includes the software necessary to authenticate electronic coupons prior to their redemption. The commercial server system 120 is responsive to access thereto by the client system 150, and includes pointer code that points the client system to promotion data representative of terms of the promotions in the database of the promotion server system 130, to transfer promotion term data to the client system. The items offered for sale by the e-tail server 120 can be products and/or services.

In one preferred embodiment, promotion server system 130 includes web server software that is adapted to produce an electronic coupon or a book of electronic coupons that is transferred to the client system 150 in the form of an electronic token, such as a cookie, that is stored in memory at the client system. Preferably, the electronic coupon is a data structure which can include any or all of the following information elements: data representative of an electronic coupon serial number or identification number; data representative of a unique key that can be used to validate or authenticate the coupon; data representative of the vendor that authorized the coupon and will redeem the coupon; and data representative of the nature of the discount or access provided by the coupon data representative of the server or entity that issued the coupon. In one preferred embodiment, the electronic coupon can be issued as part of an electronic coupon book. The coupon book can include data representative of a version number for the electronic

coupon book and data representative of a serial number or identification number for the electronic coupon book.

In one preferred embodiment, the electronic coupon contains all the information necessary to redeem the coupon. Specifically, the electronic coupon identifies the grantor (i.e., the party or vendor that will redeem the electronic coupon), the nature of the discount or benefit provided and a unique serial number or other data structure that permits the electronic coupon to be authenticated or validated. Thus, a server redeeming this type of electronic coupon can obtain all the information necessary to redeem from the electronic coupon. The server can even include the software necessary to authenticate or validate the electronic coupon.

In an alternative embodiment, an electronic coupon book includes a unique serial number or identification number and data structure useful for authenticating or validating the electronic coupon book. The actual content of the electronic coupon book can be determined for example, by visiting a website which reads the coupon book serial number and provides the user with listings of the coupons available. A benefit to this configuration is the organization that issues the electronic coupon book can add vendors even after the electronic coupon book has been issued. Thus, if a vendor signs up with the organization that issues electronic coupon books after a particular coupon book has been issued to a client, the vendor can be added to the electronic coupon book at a later date. In order to redeem this type of electronic coupon, the server that intends to redeem the electronic coupon must connect to an authentication server which will authenticate or validate the coupon book and indicate the nature of the benefit of the electronic coupon to the server requesting authentication/validation. Another benefit of this configuration is that the coupons are relatively tamper-proof due to the authentication and validation facilities. In many prior art systems, coupons could be copied and/or altered by the user with relative ease; in the absence of validation/authentication schemes, few reliable methods for detection of such counterfeits exist.

FIG. 2 shows a flow diagram 200 of a method of managing promotions in accordance with one preferred embodiment of the invention. In a primary step 202, the commercial server system 120, FIG. 1, establishes a connection with the promotion server system 130 over communications network 160. The commercial server system

then initiates promotion management by logging on to the website hosted by the promotion server system, step 204. By logging on to the website with a username and password that is specific to that commercial server system, the user of the commercial server system gains access to its account which includes the promotions that have previously been created by the commercial server system. When logged on, the promotion server system generates screen display data that shows a promotion overview page, step 206. The promotion overview page is customizable by the commercial server system and can provide a ranking of the commercial server system's promotions, relative to each other.

In the preferred embodiment, from the promotion overview page, the user of the commercial server system has three options. First, the promotion management option may be selected, step 208. When this option is selected, the promotion server system generates screen display data that shows a listing of the commercial server system's active promotions. From this screen, the user of the commercial server system can choose to view the statistics of each promotion, step 210, or to pull the promotion from active status, step 212.

Second, the promotion authorization option may be selected, step 214. When this option is selected, the promotion server system generates screen display data that shows a listing of the commercial server system's promotions that have been defined by the commercial server system. Preferably, the promotions are created using the invention described in applicant's commonly assigned copending patent application Serial No.

\_\_\_\_\_, entitled METHOD OF AND SYSTEM FOR DEFINING A PROMOTION FOR A PURCHASE TRANSACTION OVER A NETWORK, incorporated herein by reference. For each promotion, the listing includes a promotion identification number, the title of the promotion, the website hosted by the commercial server system and the commencement and expiration dates of the promotion. The user of the commercial server system can then accept or authorize the promotion, step 216, or decline the promotion, step 218.

When the promotion accounting report option is selected, step 220, the promotion server system generates screen display data that shows the number of electronic coupons redeemed for each promotion and the total dollar amount of the promotion. From the

accounting report, the user may view a promotion success report, step 222. When the promotion success report is selected, the promotion server system generates screen display data that shows how successful each promotion has been, as dictated by the total number of electronic coupons redeemed or by a ratio of the number of electronic coupons redeemed to the total number of electronic coupons issued.

An example of the management of promotions will now be described with reference to FIGS. 3-11, which are screen displays generated by the promotion server system. FIG. 3 shows the promotion overview page 230 that is accessed in step 206, FIG. 2. When the user logs on to the promotion server using its specific username and password, the user is allowed to access only its own account which includes its promotions. Promotion overview page 230 includes promotion ranking portion 232 which includes several categories in which the promotions are ranked. Each of the promotions are identified by a promotion identification number and a title. The promotions may be ranked in a top promotion category 234 and a least productive category 236, wherein the promotions are ranked based on the redemption ratio of the promotions; and a top promotion category 238 and a least productive category 240, wherein the promotions are ranked based on the number of redeemed promotions. Promotion ranking portion 232 may be customized by the user to include any number of these categories and also may include graphs of the promotion redemptions. Promotion overview page 230 also includes a summary portion 242 which shows the total number of active promotions, the number of promotions starting in the current month and the number of promotions ending in the current month. Links portion 244 includes links to the management, authorization and report options of the invention.

When the user "clicks on" the "Manage Promotions" link 246, step 208, the promotion server system generates the promotion management screen display 252, FIG. 4. Promotion management screen display 252 includes a promotion search portion 254 which enables the user to search for its promotions based on the creation date, box 256, which allows the user to search all dates, specific dates, or ranges of dates. The user can also search based on the status of the promotion, box 258, whether the promotion is active, inactive, in production or disabled. The format of the promotions is selected in box 260, which allows the user to select to view only the text of the promotion or the



graphics of the electronic coupon associated with the promotion. The title or promotion identification number of the promotion may also be searched using key word search portion 262. As shown in FIG. 4, three promotions have been found as a result of a search for all of the promotions of the commercial server system "Demo Site," as indicated by website identifier portion 264. Promotion table 266 includes each of the promotions found in the search. Each of the promotions listed in table 266 are identified by the promotion identification number and title of the promotion, as well as the start and expiration dates and status of the promotion. Under the "Action" heading, the user has the option of either viewing the statistics of the promotion or pulling the promotion from active status.

By clicking on the "Stats" link 268 for a particular promotion, the user gains access to promotion statistics page 272, FIG. 5, to view the statistics for the promotion, step 210. Promotion statistics page 272 includes information about the number of promotions issued, viewed, "clicked," and redeemed, as well as the total money spent to take advantage of the promotion and the amount of money saved by the consumers of the promotional product as a result of redeeming the electronic coupon associated with the promotion. Promotion statistics page 272 also includes a graph portion 274 that shows a graphical representation of the promotion statistics. The user can select the promotion for which a graph is generated in box 276, as well as the date range of the graph in box 278. The type of graph is selected in portion 280 and the data included in the graph is selected in portion 282.

By clicking on the "Pull" link 270, FIG. 4, for a particular promotion, the user gains access to promotion page 284, FIG. 6. Promotion page 284 includes information that identifies the particular promotion, and a "Pull" button 286 which, when clicked, removes the promotion from active status, step 212, FIG. 2.

By clicking on the "Authorize Promotions" link 248, FIG. 3, the promotion authorization option is selected, step 214, FIG. 2. The promotion server system then generates the promotion authorization screen display 290, FIG. 7. Promotion authorization screen display 290 includes a promotion search portion 292, similar to the promotion search portion 254 of the management screen display 252, which enables the user to search for its newly created promotions which have not yet been authorized. The

promotion search may be based on the creation date, start date and expiration date of the promotion. The user can also search based on the status of the promotion. The title or promotion identification number of the promotion may also be searched using key word search portion 294. As shown in FIG. 7, three promotions have been found as a result of a search for all of the promotions of the commercial server system "Demo Site," as indicated by website identifier portion 296. Promotion table 298 includes each of the promotions found in the search. Each of the promotions listed in table 298 are identified by the promotion identification number and title of the promotion, as well as the start and expiration dates and status of the promotion. Under the "Action" heading, the user has the option of either accepting or authorizing the promotion or declining the promotion.

By clicking on the "Accept" link 300, the user gains access to accept promotion page 304, FIG. 8. Accept promotion page 304 includes information that identifies the particular promotion, and an "Accept" button 306 which, when clicked, accepts the promotion into active status, step 216, FIG. 2. By clicking on the "Decline" link 302, FIG. 7, the user gains access to decline promotion page 308, FIG. 9. Decline promotion page 308 also includes information that identifies the particular promotion, and a "Decline" button 310 which, when clicked, declines the promotion from active status, step 218, FIG. 2.

By clicking on the "Accounting Report" link 250, FIG. 3, the promotion accounting report option is selected, step 220, FIG. 2. The promotion server system then generates the promotion accounting report screen display 312, FIG. 10A. Promotion accounting report screen display 312 includes date range input portion 314 for selecting the date range of the desired accounting data for a particular promotion and report type selection box 316 for selecting the format of the accounting report. In FIG. 10A, the "Total Results Only" format is selected, resulting in a data display portion 318a that shows the total number of promotions redeemed and the total value of the redeemed promotions. Alternatively, the selection of the "Results by Day" format in report type selection box 316 results in a data display portion 318b, FIG. 10B, that shows the number of promotions redeemed and the total value of the redeemed promotions for each day that the promotion is active or for each day selected in date range input portion 314.

From promotion accounting report screen display 312, by clicking on the "Success" link 320, FIGS 10A and 10B, the promotion success report option is selected, step 222, FIG. 2. When this option is selected, the promotion server system generates the promotion success screen display 322, FIG. 11. Promotion success screen display 322 includes a promotion search portion 324, similar to the promotion search portion 254 of the management screen display 252, which enables the user to search for its promotions. The promotion search may be based on a start date range and expiration date range of the promotion. The user can also search based on the status of the promotion. The title or promotion identification number of the promotion may also be searched using key word search portion 326 and the format of the success report is selected in success measure selection box 328. As shown in Figure 11, the "Redeemed/Issued" success measure is selected in box 328, resulting in a data portion 330 that lists each promotion found in the search and the success of each promotion as a ratio of the number promotions redeemed to the total number of promotions issued. Alternatively, data portion 330 could include only the total number of promotions redeemed.

Accordingly, the present invention enables a commercial server system to manage its promotions by providing a system that allows the commercial server system to accept or decline pending promotions, to view redemption and accounting statistics of the promotions and, based on these statistics, to pull promotions from active status. This allows the commercial server system to monitor its promotions and to change the promotions in real time based on the performance of the promotions.

The invention may be embodied in other specific forms without departing from the spirit or essential characteristics thereof. The present embodiments are therefore to be considered in respects as illustrative and not restrictive, the scope of the invention being indicated by the appended claims rather than by the foregoing description, and all changes which come within the meaning and range of the equivalency of the claims are therefore intended to be embraced therein.

## CLAIMS

1. A system for managing promotions over a network comprising:  
a promotion server system including a computer processor and associated datastore, said datastore containing data representative of terms and statistics of one or more item promotions; and  
a commercial server system including a computer processor, said commercial server system being selectively coupleable to said promotion server system over said network;  
wherein said promotion server system includes promotion code for transferring, to said commercial server system, said data representative of the terms and statistics of said promotions.
2. The system of claim 1, wherein said promotion server system further includes authorization code for enabling said commercial server system to accept or decline one or more of said promotions.
3. The system of claim 1, wherein said promotion server system further includes accounting code for providing, to said commercial server system, said statistics of said promotions, said statistics including data representative of one or more of the number of promotions redeemed and the value of the redeemed promotions.
4. The system of claim 1, wherein said network is the internet.
5. The system of claim 1, wherein certain of said promotion data in said datastore of said promotion server system is associated with a specific commercial server system and said specific commercial server system can only access said certain of said promotion data associated therewith.

6. The system of claim 2, wherein said authorization code includes screen display data having a promotion search portion for enabling said commercial server system to search for its promotions based on search terms input to said promotion search portion by said commercial server system.

7. The system of claim 1, wherein said promotion code includes screen display data having a promotion search portion for enabling said commercial server system to search for its promotions based on search terms input to said promotion search portion by said commercial server system.

8. The system of claim 3, wherein said accounting code includes screen display data having a promotion search portion for enabling said commercial server system to search for its promotions based on search terms input to said promotion search portion by said commercial server system.

9. The system of claim 8, wherein said accounting code screen display data includes a table having at least one of the total number of promotions redeemed and the total value of the redeemed promotions.

10. The system of claim 9, wherein said accounting code screen display data table includes at least one of the total number of promotions redeemed and the total value of the redeemed promotions for each of a number of days that said promotions are active.

11. The system of claim 1, wherein said promotion data is transferred to said commercial server system in the form of screen display data.

12. A method of managing promotions over a network comprising the steps of:

establishing a connection between a commercial server system and a promotion server system over said network; and

said promotion server system transferring promotion data to said commercial server system over said network, said promotion data including terms of said promotions and statistics of performances of said promotions.

13. The method of claim 12, wherein said network is the internet.

14. The method of claim 13, wherein said promotion data is transferred to said commercial server system in the form of screen display data.

15. The method of claim 14, further comprising the step of said commercial server system selecting a promotion management option, wherein said promotion server system transfers screen display data to said commercial server system that provides said commercial server system with an option to view said statistics.

16. The method of claim 14, further comprising the step of said commercial server system selecting a promotion management option, wherein said promotion server system transfers screen display data to said commercial server system that provides said commercial server system with an option of pulling one or more of said promotions from an active status.

17. The method of claim 14, further comprising the step of said commercial server system selecting a promotion authorization option, wherein said promotion server system transfers screen display data to said commercial server system that provides said commercial server system with an option of accepting a promotion.

18. The method of claim 14, further comprising the step of said commercial server system selecting a promotion authorization option, wherein said promotion server system transfers screen display data to said commercial server system that provides said commercial server system with an option of declining a promotion.

19. The method of claim 14, further comprising the step of said commercial server system selecting a promotion accounting report option, wherein said promotion server system transfers screen display data to said commercial server system that provides said commercial server system with said statistics that include the dollar value of the promotions redeemed by a client system through said commercial server system.

20. The method of claim 14, further comprising the step of said commercial server system selecting a promotion success report option, wherein said promotion server system transfers screen display data to said commercial server system that provides said commercial server system with said statistics that include a redemption rate of the promotions redeemed by a client system through said commercial server system.

21. A system for managing promotions over a network, comprising:

- A. a promotion server system and associated datastore containing data representative of one or more item promotions;
- B. a commercial server system selectively coupleable to said promotion server system over said network; and
- C. at least one client system selectively coupleable to said commercial server system over said network;

wherein said promotion server system includes:

- i. available promotion code for providing, to said commercial server system, data representative of the identity and terms of one or more of said item promotions; and
- ii. promotion distribution code, responsive to requests from said commercial server system for specific ones of said item promotions, for transmitting said promotion data for said specific item promotions to said commercial server system; and

wherein said commercial server system is responsive to access thereto by one of said client systems, and includes pointer code that points said client system to said promotion data representative of terms of said promotions in said datastore, to transfer said promotion term data to said client system.

22. The system of claim 21, wherein said item promotion data in said data store is associated with a specific commercial server system; and

wherein said available promotion code transmits to said specific commercial server system only item promotion data associated with said specific commercial server system.

23. The system of claim 21, wherein said promotion server system maintains data representative of the identity of said commercial server system and the identity of item promotion data requested by said commercial server system.

24. The system of claim 21, wherein said commercial server system and said client systems include code which enables transactions over said network; and

wherein said commercial server system includes code for transmitting, to said promotion server system, transaction data representative of transactions between said commercial server system and said client systems which involve said item promotions.

25. The system of claim 24, wherein said promotion server system maintains data representative of said transaction data.

26. The system of claim 25, wherein said promotion server system and said commercial server system include code enabling said commercial server system to request information relating to said transaction data and, in response thereto, to adjust the terms of said promotions.

27. The system of claim 21, wherein said network is the internet.



## ABSTRACT

A system for managing promotions over a network includes a promotion server system having a computer processor and associated datastore, the datastore containing data representative of terms and statistics of one or more item promotions, and a commercial server system including a computer processor, the commercial server system being selectively coupleable to the promotion server system over the network. The promotion server system includes promotion code for transferring, to the commercial server system, the data representative of the terms and statistics of the promotions.

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100

120 Commercial Server

150 CLIENT

160 INTERNET

130 Promotion Server

The diagram illustrates a network architecture. A central cloud labeled 'INTERNET' (160) is connected to three devices. On the left is a 'CLIENT' (150), represented by a desktop computer. On the top is a 'Commercial Server' (120), represented by a server rack and a monitor. On the right is a 'Promotion Server' (130), also represented by a server rack and a monitor. All connections are shown as solid lines with lightning bolt symbols at the points of connection to the Internet cloud.

FIG. 1

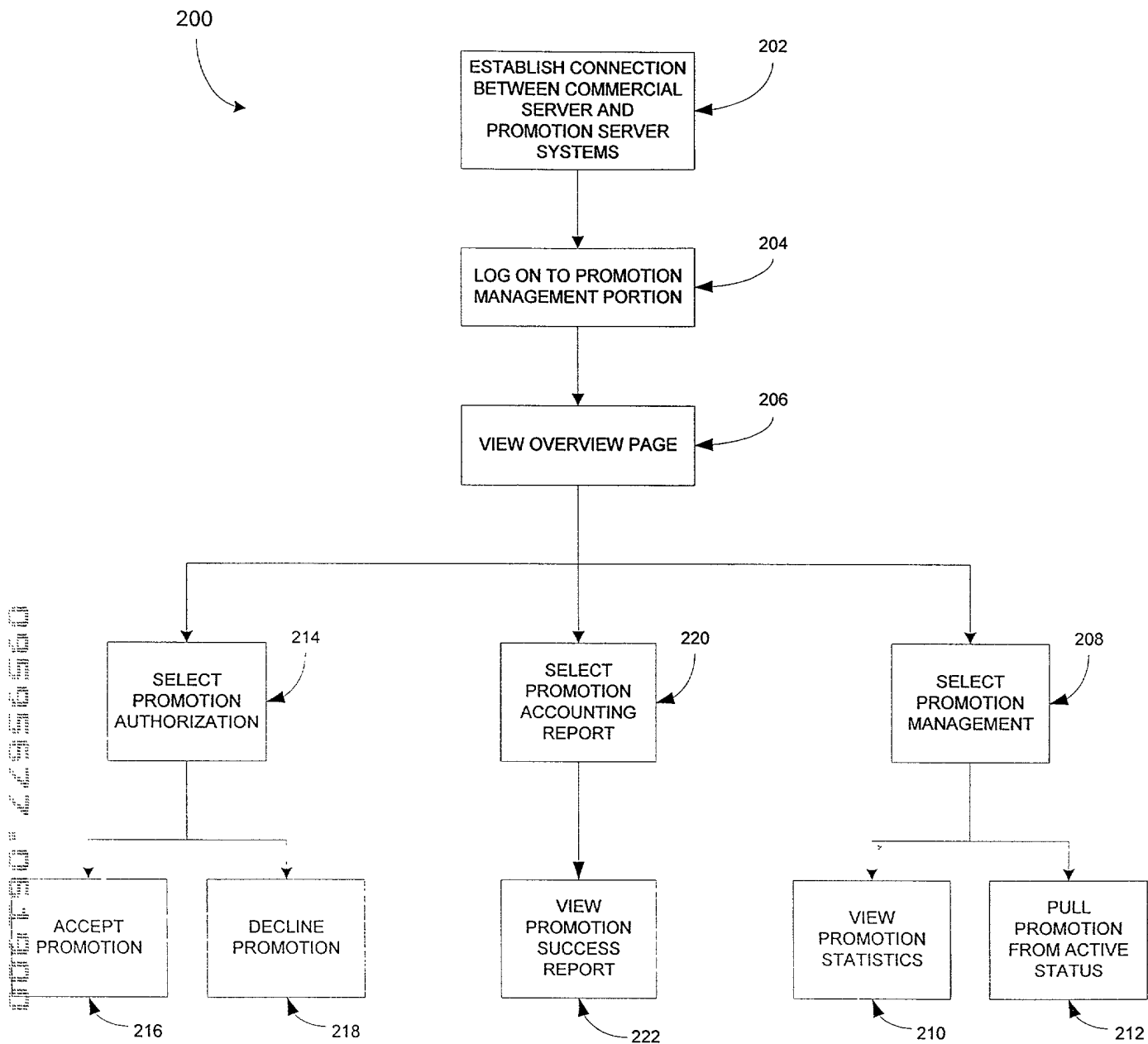


FIG. 2



Partner Resource Center

Virtual Promotions. Real Results.™

[Home](#) | [Promotions](#) | [Reports](#)
[My OneClip](#)
 Demo User - Demo Retailer  
[Log Off](#)

## My Oneclip

(Customize)

### Summary

Active Promotions = 2  
 Starting this Month = 0  
 Ending this Month = 1

### Quick Links

[Manage Promotions](#)  
[Authorize Promotions](#)  
[Accounting Report](#)

### Top Promotions (redeemed/issued)

ID	Title	Redeemed/Issued	Action
6192	Get 1 Demo Product1 free.	83.5%	<a href="#">stats</a>
6094	Buy 1 Demo Product1 get US\$0.10 off.	65.4%	<a href="#">stats</a>
6091	Buy 1 Demo Cola get US\$0.20 off.	42.6%	<a href="#">stats</a>

### Least Productive (redeemed/issued)

ID	Title	Redeemed/Issued	Action
6091	Buy 1 Demo Cola get US\$0.20 off.	42.6%	<a href="#">stats</a>
6094	Buy 1 Demo Product1 get US\$0.10 off.	65.4%	<a href="#">stats</a>
6192	Get 1 Demo Product1 free.	83.5%	<a href="#">stats</a>

### Top Promotions (redeemed)

ID	Title	Redeemed	Action
6192	Get 1 Demo Product1 free.	334	<a href="#">stats</a>
6094	Buy 1 Demo Product1 get US\$0.10 off.	327	<a href="#">stats</a>
6091	Buy 1 Demo Cola get US\$0.20 off.	213	<a href="#">stats</a>

### Least Productive (redeemed)

ID	Title	Redeemed	Action
6091	Buy 1 Demo Cola get US\$0.20 off.	213	<a href="#">stats</a>
6094	Buy 1 Demo Product1 get US\$0.10 off.	327	<a href="#">stats</a>
6192	Get 1 Demo Product1 free.	334	<a href="#">stats</a>

Fig 3



## Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports  
Manage Authorize

Demo User - Demo Retailer  
[Log Off](#)

## Manage

Creation Date

All Dates

Promotion Status

Any Status

View as

Text

Site: Demo Site

Refresh

Title

Contains

Promotion  
ID

Title

Site

Start

Stop

Status

Actions

6091

Buy 1 Demo Cola get  
US\$0.20 off.Demo  
Site

03-15-2000

04-19-2000

Active

[Stats,](#)  
[Pull](#)

6094

Buy 1 Demo Product1 get  
US\$0.10 off.Demo  
Site

04-01-2000

05-31-2000

Inactive

[Stats](#)

6192

Get 1 Demo Product1 free.

Demo  
Site

03-27-2000

05-31-2000

Active

[Stats,](#)  
[Pull](#)

Fig 4



Home Promotions Reports  
Manage Authorize

272



Demo User - Demo Retailer  
[Log Off](#)

## View Stats

Buy 1 Demo Cola get US\$0.20 off. Site: Demo Site



ID	Start	Stop	Rule		
6091	03-15-2000	04-19-2000	Buy 1, get US\$ 0.20 discount.		
Issued 10,000	Viewed 30,829	Clicked 15,635	Redeemed 10,074	Purchased \$31,820.00	Saved \$1,695.00
Clicked / Viewed 50.72%		Redeemed / Viewed 32.68%		Redeemed / Clicked 64.43%	
Purchases / Viewed \$1.03		Purchases / Clicked \$2.04		Purchases / Redeemed \$3.16	

### Promotion's List

Buy 1 Demo Cola get US\$0.20 off. (6091) ☒

### Data Ranges

Promotion's Life ☒

Redraw

### Graph Type

☒ Counters

☐ Values

### Graph Data

☒ Views

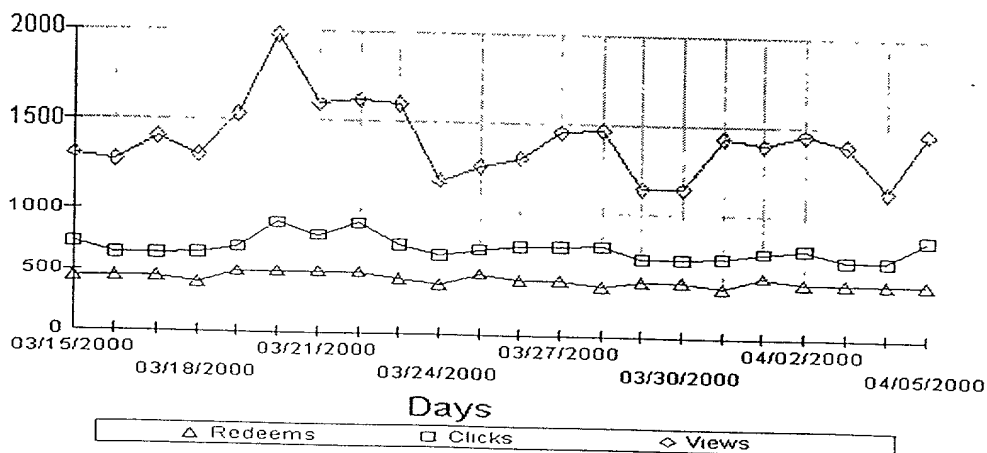
☒ Clicks

☒ Redeems

☐ Purchases

☐ Saves

Promotions Redeemed from March 15, 2000 to April 5, 2000



<< Back to Home



Partner Resource Center

Virtual Promotions. Real Results.™

Home	Promotions	Reports
Manage	Authorize	

Demo User - Demo Retailer  
[Log Off](#)

## Pull Promotion

**Buy 1 Demo Cola get US\$0.20 off.**

284



Offer: Buy 1, get US\$ 0.20 discount.

Start Date: 3/15/00

End Date: 4/19/00

Qty. Issued: 10000

Qty. Redeemed: 0

Pull	Cancel
------	--------

286

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Fig. 6

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Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports  
Manage Authorize

Demo User - Demo Retailer  
[Log Off](#)

## Authorize

Creation Date: All Dates ☒ Start Date: All Dates ☒ End Date: All Dates ☒ Promotion Status: New ☒ View as: Text ☒ [Refresh](#)

Site: Demo Site

Title ☒ Contains ☒

Promotion ID	Title	Site	Start	Stop	Actions
5331	Sign up for America Online and get \$15 off.	Demo Site	02-01-2000	05-31-2000	<a href="#">Accept</a> , <a href="#">Decline</a>
6092	Buy 3 Demo-Cola get 1 free.	Demo Site	05-16-2000	06-21-2000	<a href="#">Accept</a> , <a href="#">Decline</a>
6099	buy 2 get 2 free	Demo Site	05-04-2000	05-31-2000	<a href="#">Accept</a> , <a href="#">Decline</a>

Fig. 7





Partner Resource Center

Virtual Promotions. Real Results.™

[Home](#) [Promotions](#) [Reports](#)  
[Manage](#) [Authorize](#)

Demo User - Demo Retailer  
[Log Off](#)

## Accept Promotion

**Buy 3 Demo-Cola get 1 free.**

Start Date: 5/16/00

End Date: 6/21/00

Qty. Issued: 5000

Rule label: Buy 3 and get 1 free.

UPC	Brand	Description	Retailer SKU
<b>Buy</b>			
UPCDEMO1	Demo Brand	Demo Product1	
<b>Get</b>			
UPCDEMO1	Demo Brand	Demo Product1	

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Fig. 8



Partner Resource Center

Virtual Promotions. Real Results.™

Home	Promotions	Reports
Manage	Authorize	

Demo User - Demo Retailer  
Log Off308  
↙

## Decline Promotion

**Title:** Buy 3 Demo-Cola get 1 free.**Offer:** Buy 3 and get 1 free.**Start Date:** 5/16/00**End Date:** 6/21/00**Qty. Issued:** 5000

UPC	Brand	Description	Retailer SKU
<b>Buy</b>			
UPCDEMO1	Demo Brand	Demo Product1	
<b>Get</b>			
UPCDEMO1	Demo Brand	Demo Product1	

3/0

Decline

Cancel

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Fig 9

006750-2296560



Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports  
Accounting Success

320

312<sup>a</sup>  
Demo User - Demo Retailer  
[Log Off](#)

## Accounting Report

314

Date Range  
☒ All Dates

From:

☐

Site: Demo Site

Report Type

Total Results Only

316

Refresh

318<sup>a</sup>

Promotion	Date	Redeemed	Amount
6091 Buy 1 Demo Cola get US\$0.20 off.		10,074	\$ 2,014.80
Total		10,074	\$ 2,014.80

Fig. 10A

006750-22956560



Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports  
Accounting Success

320

Demo User - Demo Retailer  
[Log Off](#)

## Accounting Report

314 →

Date Range  
☒ All Dates

From:

To:

Site: Demo Site

Report Type

Results by Day

316

Refresh

Promotion	Date	Redeemed	Amount
6091 Buy 1 Demo Cola get US\$0.20 off.			
	Mar-15-2000	454	\$ 90.80
	Mar-16-2000	454	90.80
	Mar-17-2000	454	90.80
	Mar-18-2000	408	81.60
	Mar-19-2000	499	99.80
	Mar-20-2000	499	99.80
	Mar-21-2000	499	99.80
	Mar-22-2000	499	99.80
	Mar-23-2000	454	90.80
	Mar-24-2000	408	81.60
	Mar-25-2000	499	99.80
	Mar-26-2000	454	90.80
	Mar-27-2000	454	90.80
	Mar-28-2000	408	81.60
	Mar-29-2000	454	90.80
	Mar-30-2000	454	90.80
	Mar-31-2000	408	81.60
	Apr-1-2000	499	99.80
	Apr-2-2000	454	90.80
	Apr-3-2000	454	90.80
	Apr-4-2000	454	90.80
	Apr-5-2000	454	90.80
Total of: Buy 1 Demo Cola get US\$0.20 off.		10,074	\$ 2,014.80
Total		10,074	\$ 2,014.80

318b

Fig. 10B



Partner Resource Center

Virtual Promotions. Real Results.™

322

Home Promotion Reports  
Accounting Success

Demo User - Demo Retailer  
[Log Off](#)

## Success

324

BEGIN Date Range: All Dates

END Date Range: All Dates

Promotion Status: Any Status

Refresh

From: [ ] To: [ ]

Success Measure: Redeemed/Issued

Promotion ID Contains [ ]

328

326

330

ID	Title	Begin	End	Redeemed/Issued
6192	Get 1 Demo Product1 free.	04-27-2000	05-31-2000	83.5%
6094	Buy 1 Demo Product1 get US\$0.10 off.	04-01-2000	05-31-2000	65.4%
6091	Buy 1 Demo Cola get US\$0.20 off.	03-15-2000	04-19-2000	42.6%

Fig. 11

00675072956560

006750-2296960

DECLARATION, PETITION AND POWER OF ATTORNEY FOR PATENT APPLICATION			Attorney Docket No: <b>56354-018 (LAOL-116)</b>	
I hereby claim the benefit under Title 35, United States Code, § 119(e) of any United States provisional application(s) listed below.				
<b>PRIOR U.S. APPLICATIONS FOR BENEFIT UNDER 35 U.S.C. § 119(e):</b>				
APPLICATION NUMBER		FILING DATE		
I hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s) or PCT international application(s) designating the United States of America that is/are listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in that/those prior application(s) in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, § 1.56 which occurred between the filing date of the prior applications and the national or PCT international filing date of this application:				
<b>PRIOR U.S. APPLICATIONS OR PCT INTERNATIONAL APPLICATION(S) DESIGNATING THE U.S. FOR BENEFIT UNDER 35 U.S.C. § 120:</b>				
APPLICATION NUMBER (if PCT indicate PCT)		DATE OF FILING (day, month, year)		STATUS: (PATENTED, PENDING OR ABANDONED)
POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorneys and/or agents to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.				
Mark G. Lappin		Reg. No. 26,618		David M. Mello
Toby H. Kusmer		Reg. No. 26,418		Reg. No. 43,799
Elizabeth A. Levy		Reg. No. 34,375		Ronald R. Demsher
Debra A. Gaw		Reg. No. 38,463		Reg. No. 42,478
				Elizabeth E. Kim
				Reg. No. 43,334
				Scott A. Ouellette
				Reg. No. 38,573
Send Correspondence to: Mark G. Lappin, Esq., P.C. McDERMOTT WILL & EMERY 28 State Street Boston, Massachusetts 02109-1775			Direct Telephone Calls to: Mark G. Lappin (617) 535-4043 (617) 535-3800 (facsimile)	
Wherefore I petition that letters patent be granted to me for the invention or discovery described and claimed in the attached specification and claims, and hereby subscribe my name to said specification and claims and to the foregoing declaration, power of attorney, and this petition.				
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.				
Signature			Date	
Full Name of 1st Inventor	Family Name Laor	First Given Name Raviv	Second Given Name	
Residence & Citizenship	City New York	State or Foreign Country New York	Country of Citizenship U.S.A.	
Post Office Address	Post Office Address 155 West 81st Street	City New York	State & Zip Code/Country New York 10024 U.S.A	

DECLARATION, PETITION AND POWER OF ATTORNEY FOR  
PATENT APPLICATION

Attorney Docket No:  
**56354-018 (LAOL-116)**

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name,

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**METHOD OF AND SYSTEM FOR MANAGING PROMOTIONS FOR PURCHASE TRANSACTIONS  
OVER A NETWORK**

the specification of which (check only one):

X  is attached hereto.

\_\_\_\_\_ was filed as United States Patent Application

Serial No. \_\_\_\_\_

on \_\_\_\_\_

and was amended

on \_\_\_\_\_

(if applicable)

was filed as PCT Patent Application

Serial No. \_\_\_\_\_

on \_\_\_\_\_

and was amended under PCT Article 19

on \_\_\_\_\_

(if applicable)

I hereby state that I have reviewed and understand the contents of the specification, including the claims as amended by any amendment referred to herein.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, §1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, §119 of any foreign application(s) for patent or inventor's certificate or of any PCT international application(s) designating at least one country other than the United States of America listed below and have also identified below any foreign application(s) for patent or inventor's certificate or any PCT international application(s) designating at least one country other than the United States of America filed by me on the same subject matter having a filing date before that of the application(s) of which priority is claimed:

**PRIOR FOREIGN/PCT APPLICATION(S) AND ANY PRIORITY CLAIMS UNDER 35 U.S.C. § 119:**

COUNTRY (if PCT indicate PCT)	APPLICATION NUMBER	DATE OF FILING (day, month, year)	PRIORITY CLAIMED UNDER 35 U.S.C. § 119 (YES/NO)